MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK2614 – PRINCIPLES OF MARKETING

(All sections / Groups)

5th JUNE 2018
9:00a.m – 12.00p.m
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **(1)** page with **FIVE (5)** Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Product or company needs a good competitive advantage to establish a good mindset among the consumer. From the competitive advantage that has been identified most companies would prepare a winning value proposition. As a marketing executive:

a) What is competitive advantage and how firms can differentiate it?

(5 marks)

b) Explain the **FIVE (5)** winning value propositions

(15 marks)

(Total: 20 marks)

QUESTION 2

Service have unique characteristics, which distinguish them from physical products. Explain these characteristics in details with examples.

(Total: 20 marks)

QUESTION 3

Incomma, a luxurious smart phones manufacturer in Hong Kong, intended to venture into Malaysia market with "more for more" value proposition. As the marketing consultation to Incomma, advise them on:

a) How Incomma can justify the quality of its smart phones with market skimming pricing strategy?

(4 marks)

b) What are the conditions Incomma must meet for this pricing strategy to work?

(16 marks)

(Total: 20 marks)

QUESTION 4

An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific time. Explain **FOUR (4)** advertising objectives.

(Total:20 marks)

QUESTION 5

Explain the benefits of direct and digital marketing to sellers.

(Total: 20 marks)

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